

A. Arts and Culture

This chapter details the Vision Statement, goal, and strategies developed by the Arts and Culture Citizen Topic Group. They looked at two specific subtopics:

- Subtopic: Means
- Subtopic: Ends

The Arts and Culture Vision Statement is as follows:

“Arts & culture resources, artists and institutions are accessible to all, are supported by the community and provide a rich network of creative opportunities.”

Support and Promote
the Arts - Means

Goal:
Columbia will both sustain and creatively expand its foundation for arts and culture in our community.

Strategies and Action Plans

Strategy 1: Create an alliance for the arts that serves and advocates for artists, art professionals, and art-related organizations by fostering an environment of collaboration, and by providing ongoing training. (e.g., grant writing, promotion, media relations, etc.)

Action Plan

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| Who should take the lead: Members of the Arts and Culture group; Office of Cultural Affairs | |
| Who else should be involved: | Potential Roles: |
| All existing arts and culture organizations and departments | Members, leaders |
| Pro-arts and culture businesses | Members, funders |
| Healthcare | Members, advocates |
| Artists | Members, advocates |
| Educators | Members, advocates |
| Volunteers | Members, advocates |
| How to jumpstart implementation: | Other recommended action steps: |
| Contact and convene key players (Arts and Culture group) | <ul style="list-style-type: none"> • Identify and survey potential members (artists, organizations, volunteers, professionals, advocates, etc.) • Convene regular meetings • Set goals, mission, actions • Develop committees to fulfill goals and strategies |

Strategy 2: Identify and expand funding opportunities for the arts community.

Action Plan

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| Who should take the lead: Newly formed Alliance | |
| Who else should be involved: | Potential Roles: |
| City of Columbia | Funding (provide funding or assist with identification of funding sources) |
| Arts and culture organizations | Funding (provide funding or assist with identification of funding sources) |
| Pro-arts and culture individuals and donors | Funding (provide funding or assist with identification of funding sources) |
| Endowment Foundations – NEA | Funding (provide funding or assist with identification of funding sources) |
| Grantors | Funding (provide funding or assist with identification of funding sources) |
| How to jumpstart implementation: | Other recommended action steps: |
| Create the Alliance and set fundraising as an objective | <ul style="list-style-type: none"> • Identify tax funding option, granting options, private foundations, individual donors • Explore fundraising options • Seek guidance from professional fundraising associations |

Strategy 3: Cultivate and implement cross-operational outreach programs that increase participation and reflect the city’s rich diversity.

Action Plan

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| Who should take the lead: Newly formed Alliance | |
| Who else should be involved: | Potential Roles: |
| All schools | Participants and resource providers |
| Health care facilities | Participants and resource providers |
| Churches | Participants and resource providers |
| All arts organizations | Participants and resource providers |
| University/Colleges | Participants and resource providers |
| Nursing Homes | Participants and resource providers |
| Pro arts and culture businesses | Participants and resource providers |
| How to jumpstart implementation: | Other recommended action steps: |
| Approach existing organizations | <ul style="list-style-type: none"> • Seek funding • Approaching organizations with existing programs to synchronize effort |

Support and Promote
the Arts – Ends

Goal:
Arts and culture will be central to daily life and accessible to all equally in Columbia.

Strategies and Action Plans

Strategy 1: Create an appetite and appreciation for the arts through educational programs.

Action Plan

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| Who should take the lead: Newly formed Alliance | |
| Who else should be involved: | Potential Roles: |
| Higher education - DESE | Promotion, Develop, Support |
| Community Art League | Promotion, Develop, Support |
| Media Outlets | Promotion, Develop, Support |
| Artists | Promotion, Develop, Support |
| How to jumpstart implementation: | Other recommended action steps: |
| Brainstorming with key players; Develop marketing plan | <ul style="list-style-type: none"> Brainstorming, survey, needs assessment Develop marketing strategy targeted to the community at large |

Strategy 2: Apply best practice community design, aesthetics, and environmentally friendly planning.

Action Plan

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| Who should take the lead: Newly formed Alliance | |
| Who else should be involved: | Potential Roles: |
| Developers/Development Council | Advisors, supporters |
| City and County government | Planners, standard setters |
| Office of Cultural Affairs | Advisor |
| Public Art Committee | Reviewers |
| Local architects | Advisors |
| The District | Planners, advisors |
| How to jumpstart implementation: | Other recommended action steps: |
| Initiate communications with key allies | <ul style="list-style-type: none"> Identify opportunities and specific objectives Solicit input from those involved and the general public Articulate policy |

Strategy 3: Expand arts programming and venues.

Action Plan

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| Who should take the lead: Newly formed Alliance | |
| Who else should be involved: | Potential Roles: |
| OCA, CVB, Chamber, City Council | Advise and support |
| Universities, Colleges | Advise and support |
| Arts and culture organizations | Advise and support |

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| All existing arts and culture venues | Advise and support |
| How to jumpstart implementation: | Other recommended action steps: |
| Needs assessment audit | <ul style="list-style-type: none">• Brainstorm sessions• Survey of current venues, options |